CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015

Contract / Revision	Alt Order #
334492 /	

Product
Political

Contract Dates	Estimate #	
10/10/12 - 11/05/12	**2407**	

Advertiser	Original Date / Revision
FITZPATRICK FOR CONGRESS	09/11/12 / 11/02/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WCAU	Joe Trondle	Detroit NSO

Special Handling

Demographic
RA35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
11365	08903

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	10/10/12	11/05/12	6A-7A M-F	6A-7A M-F		:30			NM	15	$12,750.00
	CDR											

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/08/12	10/14/12	--WTF--	3	$850.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
2	*WCAU*	*10/08/12-10/14/12*	*6A-7A M-F*	*6A-7A M-F*	*---WThF----*	*:30*	*~~$850.00~~*	*NM*

See MG 11.10,11.11,11.12,11.13,11.14,11.15,11.16
PREEMPT-NO COPY

Week:	10/15/12	10/21/12	MTWTF--	4	$850.00
Week:	10/22/12	10/28/12	MTWTF--	4	$850.00
Week:	10/29/12	11/04/12	MTWTF--	4	$850.00
Week:	11/05/12	11/11/12	M------	1	$850.00

N 2	WCAU	10/10/12	11/05/12	7A-9A TODAY SHOW	7A-9A M-F		:30			NM	16	$20,150.00
	CDR											

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/08/12	10/14/12	--WTF--	3	$950.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
2	*WCAU*	*10/08/12-10/14/12*	*7A-9A TODAY SHOW*	*7A-9A M-F*	*---WThF----*	*:30*	*~~$950.00~~*	*NM*

See MG 11.10,11.11,11.12,11.13,11.14,11.15,11.16
PREEMPT-NO COPY

Week:	10/15/12	10/21/12	MTWTF--	5	$950.00
Week:	10/22/12	10/28/12	MTWTF--	4	$1,500.00
Week:	10/29/12	11/04/12	MTWTF--	4	$1,500.00
Week:	11/05/12	11/11/12	M------	1	$1,500.00

N 3	WCAU	10/14/12	11/04/12	8-10A SUNDAY	758A-956A SUND/		:30			NM	6	$2,550.00
	CDR											

Start Date	End Date	Weekdays	Spots/Week	Rate

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.
FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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Contract / Revision	Alt Order #
334492 /	

Contract Dates	Product	Estimate #
10/10/12 - 11/05/12	Political	**2407**

Advertiser	Original Date / Revision
FITZPATRICK FOR CONG	09/11/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/08/12	10/14/12	------S	1	$475.00						
Week:		10/15/12	10/21/12	------S	1	$500.00						
Week:		10/22/12	10/28/12	------S	1	$525.00						
Week:		10/29/12	11/04/12	------S	2	$525.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
4	*WCAU*	*10/29/12-11/04/12*		*8-10A SUNDAY*	*758A-956A SUND*	*---------Su*	*:30*		*~~$525.00~~*	*NM*		
	See MG 3.6,3.7,3.8											
	PREEMPT											
5	*WCAU*	*10/29/12-11/04/12*		*8-10A SUNDAY*	*758A-956A SUND*	*---------Su*	*:30*		*~~$525.00~~*	*NM*		
	See MG 3.6,3.7,3.8											
	PREEMPT											
6	WCAU	10/29/12-11/04/12		8-10A SUNDAY	758A-956A SUND	---------Su	:30		$575.00	NM		
(M)	MG for 3.5,3.4											
7	WCAU	10/29/12-11/04/12		8-10A SUNDAY	758A-956A SUND	---------Su	:30		$375.00	NM		
(M)	MG for 3.5,3.4											
8	WCAU	10/29/12-11/04/12		1130A-12P SUN @ ISSUE	1130A-12P	---------Su	:30		$100.00	NM		
(M)	MG for 3.5,3.4											
N 4	WCAU	10/14/12	10/21/12	1030-1130A SU MEET PRES	1030A-1130A SU		:30			NM	2	$6,200.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/08/12	10/14/12	------S	1	$1,400.00						
Week:		10/15/12	10/21/12	------S	1	$4,800.00						
N 5	WCAU	10/10/12	11/05/12	10A-11A TODAY SHOW 3	10A-11A M-F		:30			NM	11	$4,625.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/08/12	10/14/12	--WTF--	1	$375.00						
Week:		10/15/12	10/21/12	MTWTF--	3	$425.00						
Week:		10/22/12	10/28/12	MTWTF--	3	$425.00						
Week:		10/29/12	11/04/12	MTWTF--	3	$425.00						
Week:		11/05/12	11/11/12	M------	1	$425.00						
N 6	WCAU	10/10/12	11/02/12	4P-5P NBC10 NEWS	4-5P M-F		:30			NM	9	$5,700.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/08/12	10/14/12	--WTF--	1	$575.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WCAU*	*10/08/12-10/14/12*		*4P-5P NBC10 NEWS*	*4-5P M-F*	*---WThF----*	*:30*		*~~$575.00~~*	*NM*		
	See MG 11.10,11.11,11.12,11.13,11.14,11.15,11.16											
	PREEMPT-NO COPY											
Week:		10/15/12	10/21/12	MTWTF--	3	$600.00						
Week:		10/22/12	10/28/12	MTWTF--	3	$650.00						
Week:		10/29/12	11/04/12	MTWTF--	3	$650.00						
N 7	WCAU	10/10/12	11/05/12	5-6P NBC10 NEWS @ 5	M-F5-6P M-F		:30			NM	18	$15,100.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						

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10/10/12 - 11/05/12	Political	**2407**

Advertiser	Original Date / Revision
FITZPATRICK FOR CONG	09/11/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		10/08/12	10/14/12	--WTF--	$700.00			3				
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WCAU*	*10/08/12-10/14/12*		*5-6P NBC10 NEWS @ 5 M-F*	*5-6P M-F*	---WThF----	*:30*		*~~$700.00~~*	*NM*		
See MG 11.10,11.11,11.12,11.13,11.14,11.15,11.16												
PREEMPT-NO COPY												
Week:		10/15/12	10/21/12	MTWTF--	$750.00			5				
Week:		10/22/12	10/28/12	MTWTF--	$850.00			5				
Week:		10/29/12	11/04/12	MTWTF--	$950.00			5				
Week:		11/05/12	11/11/12	M------	$950.00			1				
N 8	WCAU	10/10/12	11/05/12	6P-630P NBC10 NEWS	6P-630P M-F		:30			NM	21	$19,000.00
CDR												
Week:		10/08/12	10/14/12	--WTF--	$800.00			3				
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WCAU*	*10/08/12-10/14/12*		*6P-630P NBC10 NEWS*	*6P-630P M-F*	---WThF----	*:30*		*~~$800.00~~*	*NM*		
See MG 11.10,11.11,11.12,11.13,11.14,11.15,11.16												
PREEMPT-NO COPY												
Week:		10/15/12	10/21/12	MTWTF--	$950.00			5				
Week:		10/22/12	10/28/12	MTWTF--	$1,150.00			5				
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
13	*WCAU*	*10/22/12-10/28/12*		*6P-630P NBC10 NEWS*	*6P-630P M-F*	MTuWThF----	*:30*		*~~$1,150.00~~*	*NM*		
See MG 8.22,8.23,8.24												
DNA-SEVERE WX COVERAGE												
22	WCAU	11/05/12-11/05/12		TONIGHT SHOW W/JAY LEN	1135P-1237A	M----------	:30		$750.00	NM		
Ⓜ	MG for 8.13 10/26											
23	WCAU	11/05/12-11/05/12		5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	M----------	:30		$200.00	NM		
Ⓜ	MG for 8.13 10/26											
24	WCAU	11/05/12-11/05/12		5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	M----------	:30		$200.00	NM		
Ⓜ	MG for 8.13 10/26											
Week:		10/29/12	11/04/12	MTWTF--	$1,150.00			5				
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
16	*WCAU*	*10/29/12-11/04/12*		*6P-630P NBC10 NEWS*	*6P-630P M-F*	MTuWThF----	*:30*		*~~$1,150.00~~*	*NM*		
See MG 8.20,8.21												
NA-NOT AVAILABLE												
20	*WCAU*	*11/02/12-11/02/12*		*3P-4P M-F ELLEN*	*3P-4P M-F*	------F----	*:30*		*~~$775.00~~*	*NM*		
Ⓜ	*See MG 8.25*											
DNA-NEWS SPL REPORT												
21	WCAU	11/04/12-11/04/12		8-10A SUNDAY	758A-956A SUND/	---------Su	:30		$375.00	NM		
Ⓜ	MG for 8.16 11/02											
25	WCAU	11/05/12-11/05/12		3P-4P M-F ELLEN	3P-4P M-F	M----------	:30		$775.00	NM		
Ⓜ	MG for 8.20 11/02											
Week:		11/05/12	11/11/12	M------	$1,150.00			1				
N 9	WCAU	10/12/12	10/12/12	9-10P FRI GRIMM	9P-10P		:30			NM	1	$2,800.00
CDR												

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Contract Dates	Product	Estimate #
10/10/12 - 11/05/12	Political	**2407**

Advertiser	Original Date / Revision
FITZPATRICK FOR CONG	09/11/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 10/08/12	End Date 10/14/12	Weekdays ----F--	Spots/Week 1	Rate $2,800.00						
N 10	WCAU	10/10/12	11/05/12	11-1135P M-F LATE NEWS	11P-1135P		:30			NM	14	$33,400.00
	CDR											
Week:		Start Date 10/08/12	End Date 10/14/12	Weekdays --WTF--	Spots/Week 2	Rate $2,200.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	*WCAU*	*10/08/12-10/14/12*	*11-1135P M-F LATE NEWS*	*11P-1135P*	---WThF----	*:30*		*~~$2,200.00~~*	*NM*		
		See MG 11.10,11.11,11.12,11.13,11.14,11.15,11.16										
		PREEMPT-NO COPY										
Week:		10/15/12	10/21/12	MTWTF--	4	$2,400.00						
Week:		10/22/12	10/28/12	MTWTF--	4	$2,400.00						
Week:		10/29/12	11/04/12	MTWTF--	4	$2,400.00						
Week:		11/05/12	11/11/12	M------	1	$2,400.00						
N 11	WCAU	10/10/12	11/05/12	TONIGHT SHOW W/JAY LEI	1135P-107A		:30			NM	15	$12,525.00
	CDR											
Week:		Start Date 10/08/12	End Date 10/14/12	Weekdays --WTF--	Spots/Week 2	Rate $650.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	2	*WCAU*	*10/08/12-10/14/12*	*TONIGHT SHOW W/JAY LEI*	*1135P-107A*	---WThF----	*:30*		*~~$650.00~~*	*NM*		
		See MG 11.10,11.11,11.12,11.13,11.14,11.15,11.16										
		PREEMPT-NO COPY										
	10	WCAU	10/12/12-10/12/12	TONIGHT SHOW W/JAY LEI	1135P-107A	------F----	:30		$650.00	NM		
	Ⓜ	MG for 7.1,10.1,11.2,1.2,2.2,8.1,6.1										
	11	WCAU	10/12/12-10/12/12	7A-9A TODAY SHOW	7A-9A M-F	------F----	:30		$950.00	NM		
	Ⓜ	MG for 7.1,10.1,11.2,1.2,2.2,8.1,6.1										
	12	WCAU	10/12/12-10/12/12	6P-630P NBC10 NEWS	6P-630P M-F	------F----	:30		$800.00	NM		
	Ⓜ	MG for 7.1,10.1,11.2,1.2,2.2,8.1,6.1										
	13	WCAU	10/12/12-10/12/12	6A-7A M-F	6A-7A M-F	------F----	:30		$850.00	NM		
	Ⓜ	MG for 7.1,10.1,11.2,1.2,2.2,8.1,6.1										
	14	WCAU	10/12/12-10/12/12	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F	------F----	:30		$700.00	NM		
	Ⓜ	MG for 7.1,10.1,11.2,1.2,2.2,8.1,6.1										
	15	WCAU	10/12/12-10/12/12	4P-5P NBC10 NEWS	4-5P M-F	------F----	:30		$575.00	NM		
	Ⓜ	MG for 7.1,10.1,11.2,1.2,2.2,8.1,6.1										
	16	WCAU	10/12/12-10/12/12	11-1135P M-F LATE NEWS	11P-1135P	------F----	:30		$2,200.00	NM		
	Ⓜ	MG for 7.1,10.1,11.2,1.2,2.2,8.1,6.1										
Week:		10/15/12	10/21/12	MTWTF--	2	$700.00						
Week:		10/22/12	10/28/12	MTWTF--	2	$750.00						
Week:		10/29/12	11/04/12	MTWTF--	2	$750.00						
Week:		11/05/12	11/11/12	M------	1	$750.00						
N 12	WCAU	10/14/12	11/04/12	NFL LATE NEWS	11P-1205A		:30			NM	4	$11,200.00
	CDR											
Week:		Start Date 10/08/12	End Date 10/14/12	Weekdays ------S	Spots/Week 1	Rate $2,800.00						
Week:		10/15/12	10/21/12	------S	1	$2,800.00						
Week:		10/22/12	10/28/12	------S	1	$2,800.00						

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334492 /	

Contract Dates	Product	Estimate #
10/10/12 - 11/05/12	Political	**2407**

Advertiser	Original Date / Revision
FITZPATRICK FOR CONG	09/11/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 10/29/12	End Date 11/04/12	Weekdays ------S	Spots/Week 1	Rate $2,800.00						
N	13	WCAU	10/29/12	10/29/12	5A-5A ALL DAY STORM CO\5A-5A	M------	:30	1	$0.00	NM	0	$0.00
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	*WCAU*	*10/29/12-10/29/12*	*5A-5A ALL DAY STORM CO\5A-5A*		M----------	*:30*		*~~$0.00~~*	*NM*		
		Credited										
		PREEMPT-DUE INVENTORY										
									Totals		132	$146,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	87	$98,750.00	$83,937.50
10/29/12 -11/05/12	45	$47,250.00	$40,162.50
Totals	132	$146,000.00	$124,100.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.
FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.